Strategic Digital PR and Social Media Influence Training Course

21 - 25 Dec 2026

Cape town

4600 € (Per Person)

Ref: #PR6191_282660

Course Introduction / Overview:

This intensive training course provides a comprehensive exploration of the modern communications landscape, where digital PR and social media influence converge to shape brand perception and drive business outcomes. We move beyond theoretical concepts to deliver actionable strategies for building a powerful and resilient online presence. The curriculum is designed to equip participants with the skills needed to navigate the complexities of online reputation management, digital storytelling, and influencer engagement. As noted by the distinguished author Dr. Deirdre Breakenridge in her seminal work, "Social Media and Public Relations: Eight New Practices for the PR Professional," the field has fundamentally shifted, demanding a more integrated and audience-centric approach. This course, offered by BIG BEN Training Center, embraces this evolution, focusing on creating authentic brand narratives, fostering genuine community engagement, and measuring the tangible impact of digital PR efforts. Participants will learn to leverage content, data, and relationships to build brand authority and effectively manage communications in a fast-paced digital world.

Target Audience / This training course is suitable for:

- Public Relations Professionals.
- Marketing Managers and Specialists.
- Social Media Managers and Community Managers.
- Corporate Communications Executives.
- Brand Managers and Strategists.
- Digital Marketing Professionals.
- Business Owners and Entrepreneurs.
- Public Affairs and Government Communications Officers.
- Content Creators and Digital Strategists.

Target Sectors and Industries:

- Technology and Software.
- Retail and E-commerce.
- Healthcare and Pharmaceuticals.
- Financial Services and Banking.
- Hospitality and Tourism.
- Non-Profit and Charitable Organizations.
- Educational Institutions.
- Government Agencies and Public Sector Bodies.
- Media and Entertainment.

Target Organizations Departments:

- Public Relations Department.
- Marketing Department.
- Corporate Communications Department.
- Social Media Management Team.
- Brand Management Department.
- Digital Strategy and Innovation Unit.
- Customer Relations Department.
- Internal Communications Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive digital PR and social media influence strategy.
- Master the art of digital storytelling to create compelling brand narratives.
- Implement effective online reputation management and monitoring techniques.
- Plan and execute successful influencer marketing campaigns from start to finish.
- Utilize social listening tools to gain audience insights and track brand mentions.
- Manage and respond to online crises with a structured communication plan.
- Measure the return on investment (ROI) of digital PR and social media activities.
- Build and nurture strong relationships with online media, bloggers, and influencers.
- Create and distribute engaging content across various digital platforms.
- Enhance personal and corporate brand authority in the digital space.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and collaborative, ensuring that participants can immediately apply their learning in a professional context. We employ a blended learning approach that combines expert-led presentations with hands-on workshops, real-world case study analysis, and group-based problem-solving activities. Participants will engage in dynamic discussions, peer-to-peer feedback sessions, and practical exercises that simulate real challenges in digital PR and social media management. The course emphasizes strategic thinking and practical skill development over passive listening. Delegates will work on developing campaign briefs, crafting crisis communication responses, and creating content strategies in a supportive learning environment. Our experienced instructors facilitate a dynamic atmosphere where questions are encouraged, and knowledge is shared, ensuring a rich and rewarding educational experience that builds both confidence and competence in managing digital communications.

Course Agenda (Course Units):

Unit One: Foundations of the Modern Digital PR Ecosystem

- The evolution from traditional to digital public relations.
- Integrating PR, social media, and content marketing.
- Defining key objectives and performance indicators for digital PR.
- Understanding the digital media landscape and key players.
- Core principles of building online brand authority and trust.
- Audience analysis and persona development for digital campaigns.
- Ethical considerations and transparency in digital communications.

Unit Two: Strategic Content Creation and Digital Storytelling

- Developing a compelling brand narrative for digital channels.
- Techniques for creating engaging and shareable content.
- Visual storytelling through images, infographics, and video.
- Crafting optimized press releases and digital media kits.
- Leveraging user-generated content to build community.
- Content amplification and distribution strategies.
- Adapting content for different social media platforms.

Unit Three: Mastering Social Media for Influence and Engagement

- Advanced strategies for key platforms (LinkedIn, X, Instagram, Facebook).
- Building and managing a vibrant online community.
- Techniques for driving meaningful engagement and conversation.
- Social listening for reputation management and opportunity spotting.
- Developing and managing a social media content calendar.
- Fundamentals of paid social media for PR amplification.
- Employee advocacy programs on social media.

Unit Four: Influencer Marketing and Online Reputation Management

- Identifying and vetting the right influencers for your brand.
- Developing effective influencer outreach and collaboration strategies.
- Negotiating partnerships and co-creating authentic content.
- Measuring the impact and ROI of influencer campaigns.
- Proactive and reactive online reputation management (ORM).
- Strategies for monitoring and responding to online reviews and feedback.
- Building a digital fortress to protect your brand's reputation.

Unit Five: Measurement, Analytics, and Crisis Communication

- Key metrics for measuring digital PR and social media success.
- Utilizing analytics tools to track performance and generate insights.
- Creating comprehensive reports to demonstrate value to stakeholders.
- Developing a proactive digital crisis communication plan.
- Managing negative sentiment and online attacks effectively.
- The role of social media in real-time crisis response.
- Post-crisis analysis and learning for future preparedness.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of AI-generated content and deepfakes, how can digital PR professionals authentically build and maintain public trust?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic integration of digital PR and social media influence, rather than treating them as separate disciplines. While many programs concentrate on the tactical use of specific tools, our curriculum emphasizes the development of a foundational strategic mindset. We delve into the psychology of online influence, the art of digital storytelling, and the critical importance of ethical communication in building long-term brand equity. The content is structured to build a holistic understanding, from crafting a core brand narrative to managing a full-blown digital crisis. A significant portion of the course is dedicated to measurement and analytics, equipping participants with the ability to demonstrate tangible business value and ROI, moving beyond superficial vanity metrics. The program's emphasis on real-world case studies and interactive problem-solving ensures that participants leave not just with knowledge, but with the confidence and capability to implement sophisticated digital communication strategies within their own organizations.